

ABSTRAK

PENGARUH *PRODUCT QUALITY*, *ELECTRONIC SERVICE QUALITY* DAN *REWARDS PROGRAM* TERHADAP *CUSTOMER RETENTION* DENGAN *RELATIONSHIP COMMITMENT* SEBAGAI MEDIATOR (STUDI PADA UMKM SURYA FRESH DI KOTA DEPOK JAWA BARAT)

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Penelitian ini mengkaji faktor-faktor yang memengaruhi retensi pelanggan pada UMKM Surya Fresh di Kota Depok Jawa Barat. Masalah utama yang diidentifikasi adalah ketidakstabilan tingkat retensi pelanggan akibat persaingan ketat dan tantangan dalam pemasaran digital. Studi ini bertujuan untuk menganalisis pengaruh kualitas produk, kualitas layanan elektronik, program penghargaan, serta komitmen hubungan terhadap retensi pelanggan. Penelitian ini menggunakan metode kuantitatif dengan desain explanatory research untuk menguji hubungan antar variabel. Data primer dikumpulkan melalui kuesioner Likert kepada pelanggan Surya Fresh, dengan sampel 224 responden menggunakan teknik simple random sampling. Analisis data dilakukan dengan metode PLS-SEM menggunakan SmartPLS, mencakup uji validitas, reliabilitas, serta pengujian model struktural. Penelitian ini menemukan bahwa pengaruh kualitas produk, kualitas layanan elektronik, dan program penghargaan berpengaruh signifikan terhadap komitmen hubungan dan retensi pelanggan Surya Fresh. Komitmen hubungan memediasi hubungan ketiga faktor tersebut dengan retensi pelanggan. Kualitas layanan elektronik dan kualitas produk yang tinggi serta program penghargaan yang menarik memperkuat loyalitas dan retensi pelanggan, mendorong pertumbuhan bisnis berkelanjutan. Kualitas produk, kualitas layanan elektronik, dan program penghargaan berpengaruh signifikan terhadap komitmen hubungan dan retensi pelanggan di Surya Fresh. Komitmen hubungan juga terbukti memediasi pengaruh tersebut. Surya Fresh disarankan meningkatkan ketersediaan produk, respons admin, serta variasi promo. Peneliti selanjutnya dapat menerapkan studi ini di industri lain dan menambahkan metode kualitatif.

Kata Kunci: kualitas produk, kualitas layanan elektronik, program penghargaan, komitmen hubungan, retensi pelanggan

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, ELECTRONIC SERVICE QUALITY AND REWARDS PROGRAM ON CUSTOMER RETENTION WITH RELATIONSHIP COMMITMENT AS A MEDIATOR (STUDY ON SURYA FRESH MSMEs IN DEPOK CITY WEST JAVA)

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This study examines the factors that influence customer retention at Surya Fresh MSMEs in Depok City, West Java. The main problem identified is the instability of customer retention levels due to fierce competition and challenges in digital marketing. This study aims to analyze the influence of product quality, e-service quality, reward programs, and relationship commitment on customer retention. This study uses a quantitative method with an explanatory research design to test the relationship between variables. Primary data was collected through a Likert questionnaire to Surya Fresh customers, with a sample of 224 respondents using simple random sampling technique. Data analysis was carried out using the PLS-SEM method using SmartPLS, including validity, reliability, and structural model testing. This study found that the influence of product quality, e-service quality, and reward programs had a significant effect on relationship commitment and customer retention of Surya Fresh. Relationship commitment mediates the relationship between these three factors and customer retention. High e-service quality and product quality as well as attractive reward programs strengthen customer loyalty and retention, driving sustainable business growth. Product quality, e-service quality, and reward programs have a significant effect on relationship commitment and customer retention at Surya Fresh. Relationship commitment is also proven to mediate these effects. Surya Fresh is advised to improve product availability, admin response, and promo variations. Future researchers can apply this study in other industries and add qualitative methods.

Keywords: Product Quality, E-Service Quality, Reward Program, Relationship Commitment, Customer Retention